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Heritage

PLANNED PARENTHOOD IS BUT A MARK OF ADVANCING CIVILIZATION

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HERITAGE

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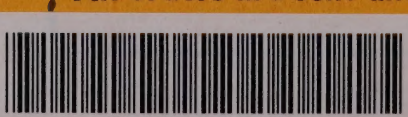

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Heritage

A few words on Planned Parenthood

To be WANTED . . . to be born into a home where parents welcome the event, and do not have to pinch and scrape to make ends meet . . . to enter a world where **Physical Fear** and, more important, Mental Apprehension for the future, no longer exists. This should be the Heritage of future generations, and in presenting this little booklet, we do so in an earnest desire to help married couples and those about to marry, whose information relative to sex matters may be somewhat vague. To enable all who enter upon the uncharted sea of matrimony, to at least be aware of the steps necessary to plan their parenthood.

The need for Planned Parenthood is apparent to even the most unenlightened, and we have at long last reached the stage where the Authorities are instituting sex education for the senior pupils in our schools. This is a step long overdue, and the trend of events can be more readily appreciated when it is remembered that the local authority which first promoted mixed classes, was accused of attempting the demoralisation of youth.

To-day, all interested in the social welfare of our people, realise the necessity for the careful planning and regulating of the size of the family, but the spreading of knowledge as to how this is to be done is still a very difficult matter. The press will not accept any advertisements whose subject matter refers to Birth Control, and so we are perforce driven to adopt un-

orthodox means to spread the knowledge of contraception. It is less than 30 years ago that one of the foremost social workers in this country, was imprisoned for attempting to disseminate knowledge of contraception. Happily to-day such drastic measures are no longer in force, but the authorities, whilst appreciating that a knowledge of contraception is essential for the married, take no active steps to promulgate this information.

There are many books written on the subject, indeed most people think there are too many, but we make no apologies for entering an overcrowded field. The majority of the publications dealing with this subject fail to achieve their purpose for two very important reasons. Firstly they are either too academic for the average man and woman to assimilate, secondly the non-academic ones have obviously been written by people with little practical experience of the subject. Too often one finds in these books methods of contraception advocated which either fail to give the necessary security, or are injurious to the parties adopting them. This particularly applies to chemical spermicides which one finds in use particularly among the poorer women of the community. These chemical spermicides appeal on account of their cheapness, but if in use they fail to fulfil their purpose, *i.e.*, preventing conception, or cause smarting, their sale should be prohibited. Furthermore, the ineffectualness of some of the methods of contraception recommended in many of these publications is instanced by the following: a well-known so-called advocate of Birth Control will recommend the use of a soluble pessary alone as affording full security, but nothing can be farther from the truth, as repeated failures brought to our notice have shown. This brings us to another point worth remembering, for if these so-called experts can recommend one method which

will undoubtedly not afford the fullest security, it must make their other products open to suspicion.

The methods of contraception and the appliances recommended in this booklet, have been perfected as a result of a lifetime study of the subject, and providing the simple directions given in each instance are carefully carried out, they will not only fulfil their purpose, but also prove quite harmless to the couples using them.

There is still a great deal of diffidence about making a purchase of contraceptives, and for this reason people find the medium of the post a discreet method of obtaining their supplies. For those however who would like to call and make their purchases personally, our establishment has been designed to give absolute privacy. There is a separate entrance for men and women, separate consulting rooms, reception by one of your own sex, and the sympathetic understanding of the problems relative to sex and Birth Control. For those who can call, we invite you to do so, and see for yourselves the pleasant surroundings and the methods adopted to ensure absolute reliability of all appliances supplied. If however you cannot call, you may with absolute confidence write, being assured that the strictest privacy is maintained, and we never again communicate unless requested to do so.

In order to understand how a suitable method of contraception can be best employed, a few words on co-habitation and conception are necessary.

CO-HABITATION

The sexual desires in both men and women is a combination of a physical and mental process. In a male, sexual desire is evinced by an erection of the penis, this being caused by the

stimulus of the glands in the testicles, and the flow of blood to the penis. Unless the penis is erect and stiff, it would be impossible for this organ to penetrate the vaginal passage. A man, therefore, must be sexually desirous before he can co-habit, but unfortunately the physical construction of the woman's body is such that intercourse can take place with the woman having no sexual desire at the time. Few men really appreciate that the sex organs in the male have their counterpart in the female which are subject to similar stimulations. Equally for an ideal union, the woman too should be as fully desirous of co-habitation, and considerate husbands will therefore see that their wives are equally interested, in order that a satisfactory orgasm (climax) is enjoyed by both.

The focal point in the sex act is indicated by an emission of fluid from the male organ, and a similar emission by the woman inside the vaginal passage. There is, however, a most important difference in these emissions, in that with every virile male emission about 260 millions of spermatoza are released, whereas the woman's emission is negative, and has no bearing at all on conception. The biological function of the woman's emission is to release more fluid, in order that the spermatoza may more easily propel themselves to the ovum.

This is a point well worth remembering, for many women are under the mistaken impression that it is necessary for them to reach a climax before pregnancy can occur. They therefore try and disinterest themselves in the sex act, thinking this will protect them. They are indeed most surprised when they find that conception has taken place though they have had no joy in the union.

Conception.

Conception takes place by one of these sperms impregnating the female ovum or egg, which is released from the

ovaries *via* the Fallopian Tubes into the vaginal passage. This process is known as ovulation, and there are two ovaries, a right and a left, each performing its function on alternate months.

Many men are also of the opinion that withdrawing the penis just prior to ejaculation is a means of preventing conception. This is known as Coitus Interruptus (withdrawal) and even were it a reliable method of contraception, it should certainly never be recommended, imposing as it does the mental strain at a time when there should be complete abandonment. The reason why this withdrawal is unreliable is because most men have a slight seminal discharge just prior to the ejaculation, and in this semen sperm are present.

Another practice adopted by women to avoid pregnancy is the passing of the urine immediately after co-habitation, thinking this will wash away the male secretions. This is a fallacy, for the urethra in a woman is entirely different to that of the male, and whereas in the male the ejaculation passes through part of the urethra, in the woman the urethra is an entirely different and smaller passage than the vaginal canal. We cannot be too emphatic upon this point, that the only safe method is the use of one of the contraceptives advocated in this booklet. But before leaving this subject, it may interest our readers to know just how the spermatoza propel themselves to the ovum. In many respects they are like tadpoles, and their means of propulsion is by the use of their tail. Spermatoza have been known to live, under suitable conditions, inside the vaginal passage for up to two weeks. The conditions most suitable for their survival are warmth and moisture, and there is something in the nature of a magnetic attraction, for the released spermatozoa do not propel themselves haphazardly,

but in a steady stream towards the Os Uterus (mouth of the womb). These points will explain why the so-called "safe period" is a fallacy. Whilst it is true that pregnancy is most likely to occur at certain periods in the month, in view of the fact that the sperm can exist for so long inside the vaginal passage, no period in the month can be considered safe for co-habitation without suitable contraceptive measures.

BIRTH CONTROL

It will therefore be seen that to prevent conception it is necessary to do one thing, *i.e.*, prevent the male sperm from reaching the ovum. This can be accomplished by only two reliable methods, the use of a mechanical contrivance by the male, or a mechanical *and* chemical contrivance by the woman.

For simple clarification we can divide methods of Birth Control into mechanical and chemical.

MECHANICAL METHODS FOR MALE USE

Condoms.

The least enlightened must have at some time or other heard of Condoms, or to use a familiar term, French Letters.

These are rubber appliances which the man rolls on to the penis prior to the sex act. The function of a condom is, of course, to prevent the ejaculated semen from entering the woman's body.

Condoms are the simplest form of contraception which can be employed, but it will be readily understood that if these appliances are to fulfil their function, they must be absolutely reliable in every respect.

We have gone most carefully into the question of eliminating faulty appliances, and our methods of testing Condoms and Washable Sheaths with our Sterilised Air Plant, makes it impossible for a faulty appliance to be passed. Every Condom or Sheath supplied by us is subjected to this test, and callers may see for themselves the appliances tested at the time of purchase. Orders by post receive the same attention, and every appliance is guaranteed.

We know there are Condoms marketed, generally sold by chemists, hairdressers, and unsavoury "Rubber Goods" shops, and marked "guaranteed tested". These purveyors have no means of testing the appliances themselves and have to depend on the word of the manufacturer. The manufacturer no doubt wishes to supply reliable appliances, but has no control over the actual sale to the public. The goods may have been in stock for months, with the result that articles are sold which have perished. This may not be noticeable to the casual eye, but in use a tear may develop or a pin hole exist which allows the sperm to escape. It is well to remember that out of the millions of sperm in a single ejaculation, only one is necessary to cause pregnancy. It is surprising that with an issue of such importance, more discrimination is not used when making a purchase of contraceptives.

Types of Rubber Coverings.

In the main, there are two types of rubber coverings common to this country, Condoms and Washable Sheaths.

In the price list at the back of this booklet, you will note that we supply six types of Condoms, made to suit individual needs and pockets, with, however, one important exception, and this is the MONU Condom listed as No. 5.

The Monu Condom has been specifically designed to meet the needs of the newly-married, for readers may realise that when intercourse first takes place, the vaginal passage is particularly small and difficulty is generally experienced in effecting complete penetration. To use a thick appliance would add to the difficulty besides causing a good deal of pain to the woman. A very thin appliance might not stand up to the pressure necessary at this particular stage of marital relationship. Therefore, for the first few weeks of married life the Monu Condoms are the most suitable appliances to be adopted. Later, when intercourse can take place more easily and without undue pressure, an alternative appliance, either by the man or woman, can be safely used. It is impossible for us to determine how many Monu Condoms have to be used before it is safe to change, for some women relax more quickly than others. Generally speaking about three dozen Monu Condoms are necessary. Once again we would emphasise that for the commencement of married life use only MONU Condoms, together with LENSOL Contraceptive Jelly; more about the Jelly will be said later, but it would perhaps be as well to mention here that if a little Lensol is placed inside the vaginal passage prior to the initial intercourse, this will greatly help matters.

During the initial intercourse the hymen (maidenhead) which is a thin membrane stretching across most of the vaginal passage, is ruptured, and a slight discharge of blood is sometimes occasioned. For this reason we would mention that couples going on a honeymoon would be advised to take a small towel which can be placed in a suitable position, and thus prevent embarrassment.

We have gone at length into the question of suitable contraceptive measures for the commencement of married life, for

we find that so many couples get married with no authentic knowledge of reliable methods of Birth Control. In so many instances, a baby arrives in the first year of marriage . . . the first year which should be spent in getting to know each other, unhampered by the responsibility of parenthood at this early stage.

If there are any newly-married couples, or those about to marry, who are in doubt upon any point relative to this subject, we extend a very cordial invitation to call or write personally to us, and we will give you all the help necessary to plan your parenthood, and a few more words on this point will be found on page 25.

Washable Sheaths.

These rubber coverings are, as the name implies, appliances which can be used again and again for a given period. They are, in the main, of heavier texture than condoms, and will not give the same degree of sexual satisfaction, but will, of course, be found more economical.

We have, however, perfected one sheath which, whilst proving more suited to people with restricted means, will give the maximum degree of satisfaction, compatible with lasting quality. This is the SUPREX Washable Sheath, made from the finest Latex. If you are interested in the use of a Washable Sheath and your means will allow, the SUPREX is the finest appliance in its class obtainable, though all other Washable Sheaths listed will give the fullest security for the time stated, providing the simple directions given for the care and cleansing of washable sheaths are carefully carried out. Another point to be emphasised is that grease of any sort must never be allowed to come into contact with any rubber appliance, and for cleansing washable appliances, plain tepid water should

be used. Most soap contains a certain amount of grease, and therefore soapy water should not be employed. Vaseline should never be used with rubber appliances.

Before concluding on methods of contraception for male use, we would point out what has hitherto been the greatest disadvantage in the use of rubber coverings. This is, that when using a Condom or Sheath, a good deal of the feeling of contact has been lost. We find that men, having used rubber coverings, complain of lack of sensation.

To overcome this unsatisfactory feature we have perfected LENSOL Contraceptive Jelly, which applied as directed, will, to a very large extent, eliminate the feeling of wearing a rubber covering, allowing a more natural feeling of contact to be experienced. The prime function of Lensol is to overcome the disadvantage of using a rubber covering, but we felt that whilst perfecting this preparation, the addition of a contraceptive spermicide would add to its value, and Lensol is in itself a contraceptive ancillary also.

Mechanical and Chemical Methods for Use by Women.

As already pointed out, for male use a fully-tested rubber covering is the only effective means which can be employed, but with women a more varied selection is available. A brief description of these appliances will now be given, and this should enable any woman to determine what is likely to suit her individual needs best.

There is a most important point which must be emphasised regarding the difference between contraceptive measures employed by a man, and those adopted by a woman. For a man, the use of a tested rubber covering will be sufficient to give security, but owing to the particular construction of a woman's body, and the variations between different women, a double

check is necessary where the woman herself employs the contraceptive measures. You will remember that earlier on we stated that where the precaution is taken by the woman, a combination of the mechanical and the chemical should be employed.

Many women amongst our clients have confessed to using only one check, either a Soluble Pessary alone, or one of our Check Pessaries without any chemical spermicide. These women are being particularly foolish, and possibly led away by the exaggerated claims which are made by some manufacturers. To our mind the whole purpose of contraceptive measures becomes nullified unless absolute security and freedom from fear results. It is far better to be over-cautious than insufficiently so.

CHECK PESSARIES. (*These must not be used where a woman has been torn INTERNALLY during childbirth.*)

These check pessaries are sometimes called "Bowler Hats", and fit over the mouth of the womb. They remain in position by suction, and it is because of an imperfect suction where a woman has been torn internally, that they cannot be recommended in these cases.

The object of the check pessary is to prevent the male organ from coming into contact with the womb, or the male sperm entering the womb.

As, however, all women are not alike internally, it is impossible to devise a cap which will, with certainty, cover every crevice. Should there be only a tiny opening, there would be the possibility of the active male sperm entering the womb. It is therefore also necessary to use a spermicide in conjunction with a check pessary, and for this purpose

LENSOL Contraceptive Jelly, CERINE non-greasy pessaries, or EFFEX foam pessaries will be found ideal. The Endar Soluble Pessaries, being of greasy character, must never be used with a check pessary. None of the spermicides listed, Lensol, Cerine, Effex or Endar, will cause any irritation or smarting, which is the fault of so many cheap chemical compounds.

The ordinary check pessary is made in three sizes, 1, 2, and 3, for use according to the number of children a woman has had. This must always be stated when ordering one of these appliances.

The fitting of a check pessary is a very simple operation. Full illustrated directions are given, and the great advantage of a check pessary is that it is indetectable in use to either the man or the woman.

THE ALLEX MIZPAH PESSARY.

Check pessaries have been used for something like forty years, and in the course of time various improvements have been made in the design of these appliances.

The ALLEX Mizpah is the finest check pessary which can be obtained, and has been perfected as a result of years of scientific study of the construction of a woman's body. The ALLEX Mizpah is made of a pneumatic ring and detachable cap. There is an inner lip which enables the cap to slide easily into position, and once there it cannot be accidentally displaced.

The pneumatic ring will last for years, whilst the cap should be replaced every nine months at very little cost. The Allex Mizpah can be used by any woman, irrespective of the number of children she may have had, providing she has not been torn INTERNALLY during childbirth.

Here again we consider it advisable to use a non-greasy chemical spermicide together with the Allex, for though, in the case of these pessaries, there is very little likelihood of there being any crevices uncovered, there is the possibility that when the cap is removed, generally the next morning, sperm left in the vaginal passage may find their way into the womb. If one of the chemical spermicides recommended is used, all sperm are destroyed.

It is well to remember, therefore, that the ALLEX MIZPAH is the one check pessary which gives universal satisfaction.

For the benefit of our women readers who intend adopting a Check Pessary as a method of contraception, a few words on procedure and a little more specific detail may prove helpful.

As already mentioned, the Check Pessary can be used in conjunction with either Lensol Contraceptive Jelly, Cerine non-greasy pessaries, or Effex foam pessaries.

If the Lensol is going to be used with the cap, it will be necessary to smear the jelly on the cap, and insert the appliance just prior to intercourse. My women readers will appreciate that this may not always be convenient, and most women find that for this reason the use of Lensol with the cap presents difficulties. A better method of procedure would be to use the cap in conjunction with the Cerine pessary or the Effex. In this case the cap can be fitted by the woman at any time convenient to herself, and once in position will cause absolutely no discomfort, and is indetectable. Then two or three minutes before actual intercourse takes place, the Cerine or Effex can be introduced.

The Check Pessary need not be removed until the following morning, when it should be cleansed according to the directions given, and put away until again required.

This is where the question of syringing plays an important part. As mentioned earlier in the booklet, a woman on reaching a climax has an emission inside the vaginal passage, and failure to pay attention to personal hygiene will cause in time, a rather "fishy" odour to develop, and in extreme cases an unpleasant vaginal discharge. Forgive us for stressing this point, but it is one to which sufficient importance has not been paid.

The need for syringing never arises with a woman until, of course, she is married and experiences marital relationship.

Now may we be allowed to diverge slightly from the point, but so many women write complaining that they cannot reach a climax, and this failure does undoubtedly cause many women to disinterest themselves in marital relationship.

Frigidity in women is a phenomenon very frequently met with, and is merely an incapacity to experience the pleasure which should be derived from the sex act. Providing a man can contain himself for a sufficient length of time, the perfectly natural contact experienced when a Check Pessary is employed, should assist greatly in helping women to obtain the full pleasure which nature has intended.

Providing a woman is normal physically, there is no such things as absolute frigidity, but the woman too can play her part by welcoming her husband's embraces, and appreciating that marital relationship is a perfectly normal function, the exercise of which will assist in keeping a woman healthy and free from inhibitions.

Before concluding on check pessaries, we feel it necessary to mention that no check pessary can be used for the first few months of married life, or until such time as the vaginal passage has been sufficiently opened with intercourse, to allow its easy introduction.

If there is any woman particularly interested in the use of a check pessary, but in doubt about its application, the appliance can be fitted in our fitting room, and instruction given by Mrs. Allen. This, however, should not be necessary, for with the illustrated directions given, the fitting of the appliance is simplicity itself. Most women are rather ignorant about the internal construction of their bodies, and the fear is sometimes expressed that the appliance will get lost internally. This is absolute nonsense, and any apprehension felt on this account is groundless.

One final word about mechanical methods of Birth Control which can be employed by women . . . the *MENSINGA* or *DUTCH CAP*.

These Dutch Caps achieved a degree of popularity some years ago, but have now fallen out of favour, and experienced gynæcologists no longer recommend their use. A few words will explain why.

The Dutch Cap is, in appearance, rather like half a rubber ball, and as they are made in sizes, a woman has to be measured internally before the correct size can be supplied.

This means a visit to the gynæcologist or clinic, and fastidious women may well take exception to having to do this. Furthermore, the Dutch Cap is a cumbersome appliance, somewhat difficult to manipulate for women with little knowledge of anatomy. Another disadvantage is that the spring which is incorporated in the rim has a tendency to wear through the rubber covering and so make the appliance unusable, and cases have been known where this spring has caused internal laceration.

The ALLEX MIZPAH is a far superior appliance, having no metal part to corrode, and fitting comfortably over the mouth of the womb.

SAFETY SPONGES

For women who, owing to having been torn internally during childbirth, cannot use a check pessary, there is the SAFETY SPONGE which can be adopted. Where, however, the Safety Sponge is being used, we consider it advisable for both Lensol *and* a Soluble Pessary to be employed. With this double check failure is impossible.

The Safety Sponge is a small specially selected natural sponge to which is attached a silken cord. The cord is merely to give women confidence, but after a little while, when a woman finds the Safety Sponge easily removed, the cord is invariably dispensed with.

The Sponge should be kept in a solution of MALT vinegar and water, 1 part of malt vinegar to 9 parts of water. When required for use, it should be squeezed dry, smeared with the Lensol, and inserted into the vaginal passage as far as it will go. Two or three minutes before intercourse takes place, a soluble, or Effex pessary, should be inserted, and this method of contraception will afford full security. The Safety Sponge is indetectable in use and given reasonable care will last for a period of about six months.

The use of the Check Pessary or Safety Sponge can be considered the mechanical method of contraception which women can employ, and now a few words about Soluble Pessaries.

Soluble Pessaries.

All women have at some time no doubt heard of Soluble Pessaries, and these are merely chemical spermicides contained in some substance which, when introduced into the vaginal passage, will melt and release the sperm-destroying chemical.

The effectiveness of soluble pessaries depends upon two most important factors, the correct amount of spermicide and the melting of the soluble base easily. It is easy to see why these factors are so important, for if the pessary did not melt easily, the spermicide could not do its job, and equally, if the pessary did melt easily, but did not contain the correct amount of sperm-destroying chemical, pregnancy would result.

There are sold many pessaries which are worse than useless, for the unsuspecting woman buys them as an effective method of contraception, only to find too late that, owing to the unsatisfactory method of manufacture, they have not fulfilled their function, with consequences only too well known.

The following incident which is rather amusing, but of course has its serious side, will amplify this point. A woman came in recently to see Mrs. Allen, carrying one child and leading another. She explained that she had been using a certain type of soluble pessary obtained from the chemist's, and became pregnant. She then went back to the chemist, and he told her that to be sure, she should in future use two pessaries. Pointing to the baby in her arms she said, "This is the result of using two of their pessaries."

You will find in the Appendix at the back of this booklet three soluble pessaries listed, and a brief description of each will help women in making a choice.

Quinine is undoubtedly the finest chemical spermicide discovered, but for a soluble pessary to be effective, it is necessary for *each* soluble to contain 5 grains. This quantity has been determined after many years of the most careful research, and every Soluble Pessary supplied by us is made individually, with the 5 grains of Quinine incorporated. As previously mentioned, there are many Soluble Pessaries

marketed which are sold at a cheaper price than those listed in this booklet. The reason they can be sold so cheaply is because they are mass-produced, and whilst possibly the correct bulk quantity of quinine is added, it is then a matter of chance as to what amount each soluble will contain. In our opinion this is a very poor economy if it results in an unwanted addition to the family.

The ENDAR Soluble Pessary.

This pessary has a greasy base, takes about two minutes to dissolve when placed in the vaginal passage, and each pessary being individually manufactured, a guaranteed 5 grains of quinine is incorporated. ENDAR pessaries must not be used in conjunction with any rubber appliance, but for women who wish to use a pessary in conjunction with either the husband's rubber covering, or together with a check pessary, CERINE non-greasy soluble pessary, or EFFEX effervescent pessary may be employed.

The CERINE Soluble Pessary.

These pessaries are made on a non-greasy base, the individual 5 grains of quinine being added. In view, however, of its non-greasy base, the melting-point is higher, and four minutes should elapse after the introduction of the soluble.

EFFEX Pessary.

EFFEX pessaries are somewhat different to both Endar and Cerine, insofar as they do not melt but disintegrate with an effervescent process inside the vaginal passage. They are the greatest scientific development since chemical spermicides were first invented, and particularly appeal to the fastidious woman. Their effervescent action is practically instantaneous, when coming into contact with the slight moisture of the vaginal passage, and when they have fulfilled their function there is no deposit left.

We have gone at length into the question of soluble spermicides, and would again emphasise that any so-called authority which will tell you that a soluble used *alone* will afford a full safeguard, can have little appreciation of the subject of contraception. This booklet has been designed with an honesty of purpose, to give reliable advice, and to further the supply of reliable contraceptives only.

ORGASM. (Reaching the Climax.)

Before finally leaving the question of Birth Control, there are one or two matters relative to sex and a satisfactory Orgasm (reaching the climax) by both parties worth discussing.

For a successful union, both man and woman should reach the climax together, but so many couples continually write to us complaining of an unsatisfactory sex life. In many instances the man reaches the climax too quickly, leaving his wife in a highly strung condition. Recurrence of this often engenders a feeling of repugnance on the part of the woman to interest herself in co-habitation. Then there are women who, even though their husbands are considerate in every respect, still cannot become interested. Equally there are men, though the proportion is smaller, who cannot maintain the sexual stimulus long enough for satisfactory marital relationship. With a little care most of these difficulties can be overcome.

Women are in the main a little slower than men in reaching the climax. The use of a rubber covering, Condom or Sheath, by the man, will act as a gentle check and so retard his reaching the climax.

For assisting the sex vitality of women, SOLVAN will be found ideal, whilst VITAXIA will perform a similar service for men. Both these preparations are absolutely harmless and non-habit-forming, and once the desired standard of sex normality is attained, the treatment can be dispensed with and

its benefits found of lasting character. VITAXIA and SOLVAN are not artificial stimuli which give quick but only temporary results. SOLVAN and VITAXIA are the registered names for the sex treatments supplied, but as each case requires individual attention, it is necessary for specific details of the particular sex weakness to be given, i.e., whether there is lack of sexual desire, inability to reach a climax, inability to maintain a satisfactory erection, or a too hasty climax. The age, and length of time the sex weakness has been apparent should also be given.

Remember, SOLVAN for women, VITAXIA for men.

PERSONAL HYGIENE.

Douching is thought by some foolish women to act as a contraceptive, but it should be clearly understood that long before the Whirling Spray or Enema could be used, the male sperm may have impregnated the female ovum. Once this has happened pregnancy will result.

The use of a spray should, however, play its part in keeping the body clean and healthy, and is to be highly recommended. On the Continent, the Whirling Spray or Enema Syringe is part of the normal equipment of every married woman's bathroom, but unfortunately English women have not paid sufficient attention to this important matter, with the result that so many women suffer from unpleasant vaginal discharges.

For the newly-married woman, the ORIEL Enema is ideal, for its graduated nozzles allow of easy introduction. For the woman who has been married some years, the Whirling Spray is best.

Syringing should be carried out with a solution containing ASON douche tablets, which are a mild and harmless antiseptic, specially made for the purpose. The tablets are priced

3/6 per box of 50, two being sufficient for each occasion of douching. This will also prevent laxness developing.

There are many women who use detergents obtained from the chemist's for douching, but this has proved harmful, for their use has dried up the natural secretions of the vaginal passage which nature has provided. The Ason tablets recommended will assist in conserving these natural secretions, and the tablets are most economical in use.

Personal cleanliness assists bodily health, which in turn makes for happy marital relationship.

THE MONTHLY PERIOD (Menstruation)

The occurrence of menstruation, commencing with the age of puberty, and continuing until Menopause (change of life), is an event which often causes distress. This may be due to a variety of causes, anæmia, slight malformation internally, and mental apprehension.

The fortunate woman is one whose periods occur regularly, and only cause slight inconvenience. There are, however, so many women who, for a variety of reasons are not so fortunate, and for these women MENSOPHIL tablets will be found ideal.

These tablets contain no drugs, are non-habit-forming, and harmless. They will ensure regularity in the most obstinate cases, and will be found a particular boon for women whose periods are irregular, painful or delayed.

Around the forties, when the average woman reaches the time of life when the change commences, MENSOPHIL will be found particularly beneficial. At this time so many women suffer from attacks of giddiness, flushings, and feelings of frustration.

In the past, women have accepted these ailments as a natural sequence of events, and have done nothing but long for the time when the Menopause is complete. Now, thanks to MENSOPHIL, these distressing conditions can be overcome.

Remember, therefore, for difficult and irregular menstruation, MENSOPHIL.

We cannot conclude these few words without emphasising that our work is activated by the knowledge that information relative to Sex and Birth Control of an authentic character is so hard to come by for the ordinary man and woman. This booklet is written for the married and those about to marry. . . . To help them arrange their families to their individual, social, and economic circumstances. . . . To ensure that whatever else may apply, the problems of sex will not be the rock upon which the marriage founders.

Remember that all appliances recommended and supplied by us will always fulfil the purpose for which they are intended, and above all, if in any difficulty relative to Sex or Birth Control, our PERSONAL attention is at your service.

If you can call, do so. There is a separate entrance for men and women, and you will be received by one of your own sex. If you cannot call, you may with absolute confidence write, with our assurance that the strictest privacy will be maintained, and we will never again communicate with you unless first requested to do so.

All appliances are despatched under plain sealed cover, there being no indication of the contents or source of origin, for we fully appreciate the delicate and personal nature of our business.

Yours faithfully,

MRS. A. M. ALLEN,

MR. W. J. ALLEN,

The Allen Surgical Hygienic Company Ltd.,

Makers of reliable contraceptives since 1926.

79 TRAFALGAR STREET, BRIGHTON. Tel.: BRIGHTON 9434.

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APPENDIX

Question—What is the best method of Birth Control?

Answer—For the commencement of married life, **MONU** Condoms, together with **LENSOL** Contraceptive Jelly. When intercourse can take place easily, the man can use any of the Condoms listed, together with Lensol, or the woman the Allex Check Pessary, together with a chemical spermicide.

Question—Does the use of contraceptives have any harmful effects?

Answer—Cheap chemical compounds will cause smarting, and in many cases would react unfavourably upon the natural secretions of the woman's body. The Chemical Contraceptives listed in this booklet are scientifically prepared, and are absolutely harmless, except to the Male Sperm, which they will destroy.

Question—Is coughing or passing of urine immediately after the sex act a method of Birth Control?

Answer—This is a fallacy which many women have to their regret learned. The Urethra through which the urine passes is a separate passage, and though faith may move mountains, coughing will not remove the impregnated Ovum.

Question—Is Coitus-Interruptus (withdrawal) a good method of Birth Control?

Answer—No, and for two very important reasons. First, this practice, involving as it does the nervous tension on the part of the man, is one of the prime causes of impotence, besides imparting that mental apprehension so distressing to the woman. Second, most men have a slight Seminal Discharge before reaching the climax.

Question—Can douching be recommended as a method of Birth Control?

Answer—No, for long before the syringing can take place, the Ovum may become fertilised. Syringing should, however, play its part as a matter of personal hygiene.

Question—Whilst suckling a baby, is one immune from pregnancy?

Answer—This "Old Wives" tale is one that has caused untold misery, for many women, relying on this, have found themselves pregnant again a few months after childbirth. There is definitely no safe period, and unless a child is desired contraceptive measures should be employed.

Question—Should a woman's sexual desire equal that of her husband?

Answer—Where the ages are compatible, yes. Sexual relationship should be the consummation of the love a married couple have for each other. So many women have no joy in the union owing to inhibitions caused by fear of pregnancy. All methods of contraception advocated in this booklet are absolutely reliable, and if one of the methods recommended is adopted, there can be no possibility of pregnancy.

Question—Is there a "Safe Period"?

Answer—Owing to the fact that Male Sperm can exist for so long in the vaginal passage, there is quite definitely no period in the month when intercourse can take place without contraceptive measures, unless a child is desired.

Question—Does fear of pregnancy affect the child?

Answer—Fear is probably the most potent force in human relationship. The birth of a baby should be looked forward to with happy anticipation, and though all mothers love the baby when it is born, we do not know the effect on the child where its conception was the result of an "accident".

The above are the queries commonly met, but if you have any particular problems not covered in this appendix, we will be very pleased to help in any way we can.

People suffering from any of what are known as "inherent" illnesses, Tuberculosis, Kidney Disease, Epilepsy, Asthma, and the like, should not undertake parenthood before getting expert medical advice.

YOUR TOMORROW

(A few words for those about to marry)

Most of our readers who have been married for some years will agree that the first 12 months of married life is really the critical period, and one which is likely to make or mar the success of the marriage. It can well be called the formative period of married life.

As mentioned earlier in the booklet, the first attraction between boy and girl is a physical one, and whilst too much importance must not be given to the physical side of marriage, it is equally dangerous not to pay sufficient attention to it.

It is generally assumed, by unmarried people, that men are more interested in sex than women, but this is a fallacy, and a relic of the Victorian Era when the subject of sex was taboo, and one only to be mentioned in whispers behind closed doors. A normal healthy girl, upon reaching maturity, should be equally interested in marital relationship, which is the physical symbol of the affection she has for her husband. If there is any girl entering marriage who is merely prepared to tolerate her husband's advances without participating to the full, our advice is, call the marriage off, for it will only lead to unhappiness.

Few couples commence married life today with the idea of having a baby for a year or two, for quite apart from housing and economic conditions, they do feel it wise to get established before commencing a family.

Conditions are such at the commencement of married life that rather special attention has to be paid to the method of contraception to be employed. The ordinary condom or sheath will not, in the majority of cases, prove suitable, nor will conditions permit the adoption of a method of contraception by the woman herself until she has been married at least three months.

When intercourse first takes place, the hymen (maidenhead), a thin membrane stretching across most of the vaginal passage, leaving a small aperture for the menstrual flow, has to be ruptured. Furthermore the vaginal passage is much smaller than the erected phallus.

Were an ordinary condom to be used and great pressure necessary to effect penetration, there would be the danger of the appliance tearing.

For this reason a special condom has been manufactured and this is listed as the MONU. The Monu condom has a fine silk finish to allow the least possible friction, and is the only condom safe for use for the first few weeks of married life, or until such time as repeated cohabitation has sufficiently opened the vaginal passage to allow a condom of finer texture to be employed, or the introduction of an appliance by the woman, i.e., the Check Pessary. A lubricant is also essential not only to prevent dragging, but to enable penetration to be made without the excruciating pain which can accompany defloration.

LENSOL has been specially formulated to achieve this purpose. It is a non-greasy preparation, for grease must never come into contact with any rubber appliance, and contains lactic acid which is in itself a spermicide.

Before concluding these few words of PRACTICAL ADVICE for those about to marry, mention must be made of the importance of vaginal syringing by the woman at least once weekly and always after menstruation. This is necessary to ensure that bodily freshness and is a point which is so often overlooked.

Most couples realise the necessity for contraceptive measures, but whilst syringing plays no part as a contraceptive, it must not for this reason be thought unimportant. A special syringe has been designed for the newly married woman, and this is listed as the Oriel Enema. The ordinary type of Whirling Spray would possibly prove difficult to use during the early stages of married life, but the Oriel Enema has specially graduated vaginal nozzles which not only allow of easy introduction, but also help in dilating the vaginal passage and so add to the success of marital relationship.

Much of the matter discussed in these few paragraphs has also been touched upon in other parts of the booklet, but it is because of the many queries raised by couples intending to marry, that we felt it advisable to add greater emphasis, and so perhaps help engaged couples to plan their married life to the best advantage.

BIRTH CONTROL APPLIANCE

MALE USE

Condoms (French Letters). These can be supplied in either plain or teat end.

	each	doz.
No. 1 Transparent Superfine	1/6	16/-
No. 2 Natural Superfine	1/3	14/-
No. 3 Natural Silk Finish	1/-	12/-
No. 4 Natural Ivory	10d.	10/-
No. 5 "Monu" Special for the Newly Married	1/-	12/-
No. 6 Standard	8d.	8/-

All these Condoms are unwashable, and can safely be used once only.

Tested Condoms are the simplest form of contraception which can be employed, and their only disadvantage, *i.e.*, lack of contact, is overcome with the use of Lensol.

The use of a Condom offers a method of Birth Control requiring the minimum preparation.

LENSOL
CONTRACEPTIVE JELLY

Will eliminate to a large extent the presence of a rubber covering, giving a far greater degree of mutual satisfaction.

3/6 per tube.....double size **5/6**

ALL ORDERS ARE DESPATCHED UNDER PLAIN SEALED COVER, THERE BEING NO INDICATION OF THE CONTENTS OR SOURCE OF ORIGIN

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MALE USE—*continued*

Washable Sheaths

The SUPREX Sheath

The finest washable sheath obtainable, and will give the maximum degree of satisfaction.

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The SPECIAL Natural Sheath

Slightly heavier than the Suprex.

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A wholly reliable appliance for the man of moderate means.

Price **12/-.** Guaranteed for 9 months.

All washable sheaths are semi-teat end.

LENSOL

CONTRACEPTIVE JELLY

For use in conjunction with check pessaries, sponges, or male rubber covering.

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VITAXIA for Men

For assisting a standard of sex normality. Vitaxia contains no harmful drugs, and is non-habit forming.

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A Course of three Boxes, **27/6**

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For Day and Night use, Male and Female. Ideal in cases of Incontinence and Bladder Weakness. Indiscernible and spillproof. Prices on application.

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SPRING AND SOLID RIM Check Pessary

Supplied in sizes1, 2, and 3. State number of children when ordering.
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Ideal for the woman who cannot use a check pessary.
Price **6/6** each.

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Non-greasy, requiring about 4 minutes to dissolve. For use in conjunction with rubber appliances.
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EFFEX Foam Pessary

Of particular appeal to the fastidious woman.
Price **7/6** per box of 12.

LUVEX SANITARY TOWELS

Safe and Secure. **2/-** per doz.

LUPEND SANITARY BELT

Price **3/6**

FEMALE USE—*continued*

The ORIEL Enema

Particularly suitable for the newly married woman.

Price **21/-**

The STANDARD Enema

A general purpose appliance for all.

Price **12/6**

The TELSCO Whirling Spray

With special Telescopic vaginal pipe for simple adjustment.

Price **27/6**

Guaranteed Five Years.

The ALTO Whirling Spray

The finest of its class. With Rectal nozzle, making it a dual purpose appliance.

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The STANDARD Whirling Spray

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For Irregular or Delayed Menstruation.

Standard **5/6.** Special **10/6**

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A PERSONAL MESSAGE.

IF you have found this booklet of interest, there may be a friend who too would like a copy. May we, therefore, ask for *YOUR* help?

Space is provided below for you to furnish the names and addresses of those whom you think would like a copy. Heritage will then be sent under plain sealed cover, and your name will not be mentioned unless you expressly desire us to do so. Alternatively, if you wish, any number of books will be gladly sent to you personally. Your help will be greatly appreciated in assisting to spread the knowledge of reliable methods of contraception, for we know this Booklet fills a long felt want.

Mrs. A. M. Allen

Mr. W. J. Allen.

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HERITAGE

The products recommended in this Booklet are Registered, and can only be obtained from us . . this is to protect and safeguard you against spurious imitations

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The Royal Commission's recent report on population showed that of couples using contraceptive appliances, failure to prevent conception occurred in 23 per cent. This was undoubtedly due to either the method of contraception employed being unreliable or faulty appliances.
These failures could not have occurred were the methods of contraception, and appliances recommended in this booklet, used.

●

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Many of our clients have asked why we do not open a branch in their particular area. We have given this matter very serious consideration, but have decided that in view of the importance of the products, we cannot delegate the distribution to other, and perhaps less conscientious hands. Remember YOU ARE AS NEAR TO US AS THE NEAREST POST BOX, and your orders are despatched under plain sealed cover, the day of receipt.

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The Allen Surgical Co. Ltd.

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